

22 February 2023

Dear Sir/Madam

**Application for a new premises licence;
Moore's Newsagents and Convenience Store, 28 The Strand, Exmouth, EX8 1AQ**

I hope you are well.

I am contacting you on behalf of my client, Mr Yoganathan Ramesh, in respect of the above matter.

I have received a copy of your representation from the Council and thought I would contact you to outline this application further, and to explain the steps that would be taken at the shop to promote the licensing objectives.

This is a new business and the shop has been completely refurbished and the shop is due to open shortly as a convenience store selling a wide range of goods such as bread, milk, snacks, dairy goods, cigarettes, soft drinks, household goods, groceries, The proposed alcohol sales would just be a part of the overall business.

The licence application includes a document called an Operating Schedule. This is a really important document submitted by an applicant which outlines the steps to be taken at the shop to promote the licensing objectives.

I attach a copy of the proposed operating schedule for this shop which has been discussed and agreed by the Police. Each of these steps become legally enforceable licence conditions should the application be approved.

I can assure you that the shop would sell alcohol in a responsible manner and the proposals for this shop are comprehensive including;

a CCTV camera system covering both the inside and the area immediately outside the shop;

the 'Challenge 25' under age policy to ensure that no-one under 18 is able to buy alcohol and other age-restricted goods;

no sale of stronger beers, lagers and ciders over 6% alcohol by volume

regular staff training;

staff to monitor outside the shop to check that youths aren't congregating causing a nuisance;

staff to check the area outside and dispose of any litter from the shop.

Every new premises licence application involves an extensive consultation exercise carried out with the various responsible authorities including the Police, the Councils Licensing Authority, Trading Standards, Environmental Health, Planning, Public Health, Child Protection, etc

All of these authorities have carefully assessed this application and they are all satisfied that the licence can be granted.

In particular, the Police are crucial in terms of new licence applications as they are the Council's main source of information regarding local crime and disorder. The Police are satisfied that this application can be granted.

Mr Ramesh is the holder of a Personal Licence, and he is a responsible person with plenty of retail experience. He wants to work with the local community, and I can assure you that the shop will be well-run and not cause or add to any issues in the local area.

Whilst there may be other shops in the general area selling alcohol, please note that the 'need' for a new shop selling alcohol is not something that can be taken into account by the Council when deciding on this licence application. The Council's Licensing Authority will be able to confirm this. Please note that Mr Ramesh is not the owner/licence holder at any other nearby stores.

Mr Ramesh will do absolutely everything that that he can, within his power and control, to prevent any problems.

For example, the shop will have a top quality CCTV system covering inside and the area outside the shop, and the images would be made available to the Police upon request. Staff will be trained to prevent underage sales and to sell alcohol responsibly. The shop will not be selling stronger beers, lagers or ciders over 6% - these are often the type of drinks that 'street drinker's prefer.

Any issues with general anti social behavior in the area should of course be reported to the Police.

Licensed premises are very well-regulated and they must, by law, promote the licensing objectives and comply with their licence conditions. If they don't, then the Authorities can take action - this includes test purchases, prosecution, a licence review, revoking the licence, etc. The Police and the other Authorities will target any 'problem premises' and action can be taken if something goes wrong

I hope the above information is helpful and informative and that it may provide at least some reassurance to you. I ask you to give the shop the chance to demonstrate that it will be well run, that it wont cause or add to any issues in the local community and, importantly, that the shop would promote the licensing objectives.

I look forward to hearing from you and please do not hesitate to contact me if you have any queries or if you would like to discuss the matter further.

Yours sincerely

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